



UNITED STATES PATENT AND TRADEMARK OFFICE

UNITED STATES DEPARTMENT OF COMMERCE
United States Patent and Trademark Office
Address: COMMISSIONER FOR PATENTS
P.O. Box 1450
Alexandria, Virginia 22313-1450
www.uspto.gov

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
10/077,282	02/14/2002	James E. McFaddin	085804-010401	5565
76058	7590	06/19/2009	EXAMINER	
YAHOO! INC. C/O GREENBERG TRAURIG, LLP MET LIFE BUILDING 200 PARK AVENUE NEW YORK, NY 10166			SHELEHEDA, JAMES R	
ART UNIT	PAPER NUMBER		2424	
MAIL DATE	DELIVERY MODE		06/19/2009	PAPER

Please find below and/or attached an Office communication concerning this application or proceeding.

The time period for reply, if any, is set in the attached communication.

Office Action Summary	Application No.	Applicant(s)
	10/077,282	MCFADDIN ET AL.
	Examiner	Art Unit
	JAMES SHELEHEDA	2424

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

1) Responsive to communication(s) filed on 01 April 2009.
 2a) This action is **FINAL**. 2b) This action is non-final.
 3) Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

4) Claim(s) 1-69 is/are pending in the application.
 4a) Of the above claim(s) _____ is/are withdrawn from consideration.
 5) Claim(s) _____ is/are allowed.
 6) Claim(s) 1-69 is/are rejected.
 7) Claim(s) _____ is/are objected to.
 8) Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

9) The specification is objected to by the Examiner.
 10) The drawing(s) filed on _____ is/are: a) accepted or b) objected to by the Examiner.
 Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
 Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
 11) The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

12) Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
 a) All b) Some * c) None of:
 1. Certified copies of the priority documents have been received.
 2. Certified copies of the priority documents have been received in Application No. _____.
 3. Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

* See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

1) Notice of References Cited (PTO-892)
 2) Notice of Draftsperson's Patent Drawing Review (PTO-948)
 3) Information Disclosure Statement(s) (PTO/SB/08)
 Paper No(s)/Mail Date _____.
 4) Interview Summary (PTO-413)
 Paper No(s)/Mail Date _____.
 5) Notice of Informal Patent Application
 6) Other: _____.

DETAILED ACTION

Continued Examination Under 37 CFR 1.114

1. A request for continued examination under 37 CFR 1.114, including the fee set forth in 37 CFR 1.17(e), was filed in this application after final rejection. Since this application is eligible for continued examination under 37 CFR 1.114, and the fee set forth in 37 CFR 1.17(e) has been timely paid, the finality of the previous Office action has been withdrawn pursuant to 37 CFR 1.114. Applicant's submission filed on 04/01/09 has been entered.

Response to Arguments

2. Applicant's arguments filed 04/01/09 have been considered but are moot in view of the new ground(s) of rejection.

Claim Rejections - 35 USC § 103

3. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

4. Claims 1, 4-7, 10, 12, 13, 20, 21, 26, 27, 30, 33, 34, 36, 39, 40-48, 55-59, 62 and 66-69 are rejected under 35 U.S.C. 103(a) as being unpatentable over Bar-el (WO 99/26415 A1) in view of Chen et al. (Chen) (6,480,547).

As to claims 1, 30, 46 and 47, Bar-el discloses a system (Fig. 1-2), comprising:
a media delivery device having a media device driver associated therewith (page 11, lines 20-22);
a flow control system (26) being independent of and communicating with said media delivery device (Fig. 2) and with a stored data source (22, Fig. 2), wherein said flow control system is configured to receive data from said media delivery device and from said stored data source (Fig. 2; page 12, lines 3-9), wherein said flow control system receives commands from a data control manager (page 14, lines 14-page 15, line 5) to control the flow of said media delivery device data and said stored data source data (page 14, line 8-page 16, line 10), so as to directly pass a controlled flow of data as a composite information stream from said flow control system (Fig. 2 and 4; page 16, lines 4-10) for a media player (page 8, lines 15-18), the composite information stream being made available for delivery over the internet to the media player (page 8, lines 15-18 and page 7, lines 13-19).

While Bar-el discloses where the data may be stored content or real-time content (Fig. 2; page 11, lines 20-21) and wherein the composite information stream is encoded for streaming over the Internet (page 7, lines 13-19 and page 8, lines 15-18), he fails to specifically disclose receiving unencoded data not yet encoded for streaming and passing the encoded data to a media encoder for encoding into an encoded information stream for a media player.

In an analogous art, Chen discloses a media distribution system (Fig. 1) which unencoded data not yet encoded for streaming (column 6, lines 10-21) is passed to a

media encoder for encoding the data into an encoded information stream for a streaming media player (column 5, lines 1-28) for the typical benefit of allowing any type of video content to be transmitted as streaming content (column 5, lines 1-28 and column 1, lines 35-47).

It would have been obvious to one of ordinary skill in the art at the time of invention by applicant to modify Bar-el's system to include receiving unencoded data not yet encoded for streaming and passing the encoded data to a media encoder for encoding into an encoded information stream for a media player, as taught in combination with Chen, for the typical benefit of allowing any type of video content to be transmitted as streaming content.

As to claim 4, Bar-el and Chen disclose wherein said media delivery device provides live data (page 11, lines 20-21).

As to claim 5, Bar-el and Chen disclose wherein said media delivery device provides a television broadcast (see Chen at column 6, lines 20-28 and Bar-el at page 11, lines 20-21).

As to claim 7, Bar-el and Chen disclose wherein said stored data includes commercial advertisements (page 14, lines 14-21 and page 12, lines 3-9).

As to claim 10, Bar-el and Chen disclose wherein said flow control system provides updated information about said media delivery device data (page 12, line 20-page 14, line 7).

As to claim 12, Bar-el and Chen disclose wherein said flow control system is located in an electronic unit that is physically separate from said media delivery device (Fig. 1 and 2).

As to claim 13, while Bar-el and Chen disclose a flow control system module (Fig. 2) and further comprising a data control manager module for passing control instructions to said flow control system (page 14, line 8-page 16, line 16) residing within a computer server (page 7, lines 13-14), they fail to specifically disclose software modules.

The examiner takes Official Notice that it was notoriously well known in the art at the time of invention by applicant to utilize software modules running on a computer processor to perform the functionality of different hardware components so as to lower the cost and complexity of equipment by reducing the number of different required internal pieces.

It would have been obvious to one of ordinary skill in the art at the time of invention by applicant to modify Bar-el and Chen's system to include software modules for the typical benefit of lowering the cost and complexity of equipment by reducing the number of different required internal pieces.

As to claim 20, Bar-el and Chen disclose wherein said flow control system monitors said media delivery device data for a control signal (page 14, lines 14-24), and wherein said flow control system signals a data control manager of receipt of said control signal (page 14, lines 14-page 15, line 5), and wherein said data control manager controls said flow control system in response to said control signal (page 14, lines 14-page 15, line 5).

As to claim 21, Bar-el and Chen disclose wherein said control signal is an elapsed time (page 14, line 14-page 15, line 5).

As to claim 26, Bar-el and Chen disclose wherein said media delivery device data is a television broadcast (column 6, lines 10-28).

As to claim 27, Bar-el and Chen disclose wherein said stored data is an advertisement (page 14, lines 14-21 and page 12, lines 3-9).

As to claim 59, Bar-el discloses a method (Fig. 1-2), comprising:
capturing a first set data set of data (22, Fig. 2; page 11, lines 8-13),
receiving a request for transmission of at least a second data set of data (page 11, lines 20-21),

designating an order of transmission of said first and at least said second data sets of data (page 14, line 14-page 15, line 10); and

controlling the flow of data by a flow control system (26) of said first and at least said second data set in accordance with said designated order (page 14, line 8-page 16, line 10), so as to directly pass a controlled flow of data as a composite information stream from said flow control system (Fig. 2 and 4; page 16, lines 4-10) for a media player (page 8, lines 15-18), the composite information stream being made available for delivery over the internet to the media player (page 8, lines 15-18 and page 7, lines 13-19).

While Bar-el discloses where the data may be stored content or real-time content (Fig. 2; page 11, lines 20-21) and wherein the composite information stream is encoded for streaming over the Internet (page 7, lines 13-19 and page 8, lines 15-18), he fails to specifically disclose receiving unencoded data not yet encoded for streaming and passing the encoded data to a media encoder for encoding into an encoded information stream for a media player.

In an analogous art, Chen discloses a media distribution system (Fig. 1) which unencoded data not yet encoded for streaming (column 6, lines 10-21) is passed to a media encoder for encoding the data into an encoded information stream for a streaming media player (column 5, lines 1-28) for the typical benefit of allowing any type of video content to be transmitted as streaming content (column 5, lines 1-28 and column 1, lines 35-47).

It would have been obvious to one of ordinary skill in the art at the time of invention by applicant to modify Bar-el's system to include receiving unencoded data not yet encoded for streaming and passing the encoded data to a media encoder for encoding into an encoded information stream for a media player, as taught in combination with Chen, for the typical benefit of allowing any type of video content to be transmitted as streaming content.

As to claim 33, Bar-el and Chen disclose wherein at least one of said plurality of data sources is a live data source (page 11, lines 20-21) and at least one of said data sources is a stored data source (page 11, lines 8-21), and wherein said flow control system is configured to communicate with a data control manager to selectively pass, in response to commands from said data control manager, data from at least one of said live data sources and from one or more of said at least one stored data sources (page 14, line 8-page 16, line 21).

As to claim 34, Bar-el and Chen disclose an encoder configured to receive and transform said composite information stream into an encoded composite information stream (see Bar-el at page 16, lines 4-10 and Chen at column 5, lines 1-28).

As to claims 6, 36 and 44, Bar-el and Chen disclose wherein said stored data is downloaded from a web server and stored on a computer linked to said encoder (page 11, lines 8-19 and page 14, lines 14-21).

As to claim 38, Bar-el and Chen disclose wherein at least one of said plurality of data sources provides live data (page 11, lines 20-21).

As to claim 39, Bar-el and Chen disclose wherein at least one of said plurality of data sources includes a video feed (page 11, lines 20-21).

As to claim 40, Bar-el and Chen disclose wherein said video feed is a television broadcast (column 6, lines 10-28).

As to claim 41, Bar-el and Chen disclose wherein at least one of said plurality of data sources provides stored data (page 11, lines 8-21).

As to claims 42 and 45, Bar-el and Chen disclose wherein said stored data includes commercial advertisements (page 12, lines 3-9).

As to claim 48, Bar-el and Chen disclose designating an order of transmission of data from two or more of said plurality of data sources (page 14, line 14-page 16, line 10); inserting said data into said composite information stream in said designated order (page 14, line 14-page 16, line 10); and

passing said composite information stream to said encoder (page 14, line 14-page 16, line 10 and column 6, lines 10-28).

As to claims 54 and 65, Bar-el and Chen disclose wherein at least one of said plurality of data sources provides live data (page 11, lines 20-21).

As to claims 55 and 66, Bar-el and Chen disclose wherein said live data is a video feed (page 11, lines 20-21).

As to claims 56 and 67, Bar-el and Chen disclose wherein said video feed is a television broadcast (page 11, lines 20-21 and column 6, lines 10-28).

As to claims 57 and 68, Bar-el and Chen disclose wherein at least one of said plurality of data sources provides stored data (page 11, lines 8-21).

As to claim 62, Bar-el and Chen disclose wherein said composite information stream is to be experienced using a video monitor (Fig. 1).

As to claim 43, 58 and 69, while Bar-el and Chen disclose stored data, they fail to specifically disclose wherein the stored data is in an AVI file, a GIFF file, a file compressed according to JPEG standards or a file compressed according to MPEG standards.

The examiner takes Official Notice that it was notoriously well known in the art at the time of invention by applicant to a common industry data standard, such as AVI, GIFF, JPEG or MPEG, based upon the desired media characteristics and format of the system and to ensure compatibility with other equipment processing the data.

It would have been obvious to one of ordinary skill in the art at the time of invention by applicant to modify Bar-el and Chen's system to include wherein the stored data is in an AVI file, a GIFF file, a file compressed according to JPEG standards or a file compressed according to MPEG standards for the typical benefit of utilizing one of a plurality of industry standard media formats.

5. Claims 11, 14-18, 28, 35, 37, 49-51 and 64 are rejected under 35 U.S.C. 103(a) as being unpatentable over Bar-el and Chen and further in view of Eldering et al. (Eldering) (US 2002/0026638 A1) (of record).

As to claim 11, while Bar-el and Chen disclose stored data, they fail to specifically disclose wherein the data is in an audio video interleaved file.

In an analogous art, Eldering '638 discloses a system for inserting commercials (paragraph 21) wherein the advertisements are in an audio video interleaved (AVI) file (paragraph 37) for the typical benefit of utilizing an industry standard Internet readable format for distribution and display of the video (paragraph 37).

It would have been obvious to one of ordinary skill in the art at the time of invention by applicant to modify Bar-el and Chen to include wherein the data is in an

audio video interleaved file, as taught by Eldering '638, for the typical benefit of taking advantage of and conforming to existing industry standards.

As to claim 14, while Bar-el and Chen disclose a flow control system and information related to a desired order of data delivery from said stored data source, they fail to specifically disclose a queue for passing information related to the desired order.

In an analogous art, Eldering '638 discloses a system for inserting commercials (paragraph 21) wherein an adjustable queue is created to indicate the desired order for advertisement display (Fig. 3; paragraph 65) for the benefit of allowing more control over the scheduling and the viewing of upcoming advertisements (paragraph 74 and 50).

It would have been obvious to one of ordinary skill in the art at the time of invention by applicant to modify Bar-el and Chen to include a queue for passing information related to the desired order, as taught by Eldering '638, so as to provide more control over the scheduling of upcoming advertisements.

As to claim 15, Bar-el and Chen and Eldering '638 disclose wherein said data control manager passes said control instructions via the Internet (see Eldering '638 at paragraph 62 and 66).

As to claim 16, Bar-el and Chen and Eldering '638 disclose wherein said queue is remotely alterable (see Eldering '638 at paragraph 62 and 66).

As to claim 17, Bar-el and Chen and Eldering '638 disclose wherein said queue is altered by transferring information over a computer network (see Eldering '638 at paragraph 62 and 66).

As to claim 18, Bar-el and Chen and Eldering '638 disclose wherein said queue is altered by downloading information from the Internet (see Eldering '638 at paragraph 62 and 66).

As to claim 28, Bar-el and Chen and Eldering '638 disclose wherein said queue is an advertisement queue (see Eldering '638 at paragraph 62 and 65).

As to claims 35 and 37, while Bar-el and Chen disclose a flow control system and information related to a desired order of data delivery from said stored data source, they fail to specifically disclose an electronic queue.

In an analogous art, Eldering '638 discloses a system for inserting commercials (paragraph 21) wherein an electronic queue is created to indicate the desired order for advertisement display (Fig. 3; paragraph 65) for the benefit of allowing more control over the scheduling and the viewing of upcoming advertisements (paragraph 74 and 50).

It would have been obvious to one of ordinary skill in the art at the time of invention by applicant to Bar-el and Chen to include an electronic queue, as taught by

Eldering '638, so as to provide more control over the scheduling of upcoming advertisements.

As to claim 49, while Bar-el and Chen disclose transferring data sets in accordance with a designated transmission order to said flow control system, they fail to specifically disclose placing a plurality of data identifiers in an order and transferring names of data sets that are associated with said data identifiers in said data identifier order.

In an analogous art, Eldering '638 discloses a system for inserting commercials (paragraph 21) wherein an adjustable queue is created to indicate the desired order for advertisement display (Fig. 3; paragraph 65) by placing a plurality of data identifiers in order within the queue (paragraph 46 and 65) and transferring names of data sets that are associated with said data identifiers in said data identifier order (paragraph 63 and 65) for the benefit of allowing more control over the scheduling and the viewing of upcoming advertisements (paragraph 74 and 50).

It would have been obvious to one of ordinary skill in the art at the time of invention by applicant to modify Bar-el and Chen to include placing a plurality of data identifiers in an order and transferring names of data sets that are associated with said data identifiers in said data identifier order, as taught by Eldering '638, so as to provide more control over the scheduling of upcoming advertisements.

As to claim 50, Bar-el and Chen and Eldering '638 disclose

loading a named data set into an encoder (page 11, lines 8-13 and page 16, lines 11-16) and

transmitting said named data set to a media player (page 2, lines 14-22 and page 8, lines 15-18).

As to claim 51 Bar-el and Chen and Eldering '638 disclose passing said data identifiers to said flow controller (page 14, line 14-page 16, line 16) in said data identifier order (see Eldering '638 at paragraph 65).

As to claim 64, while Bar-el and Chen disclose a flow control system and designating a predetermined data transmission order (column 9, lines 36-52), they fail to specifically disclose an electronic queue.

In an analogous art, Eldering '638 discloses a system for inserting commercials (paragraph 21) wherein an electronic queue is created to indicate the desired order for advertisement display (Fig. 3; paragraph 65) for the benefit of allowing more control over the scheduling and the viewing of upcoming advertisements (paragraph 74 and 50).

It would have been obvious to one of ordinary skill in the art at the time of invention by applicant to modify Bar-el and Chen to include an electronic queue, as taught by Eldering '638, so as to provide more control over the scheduling of upcoming advertisements.

6. Claims 2, 3, 24, 25, 29, 31, 32, 60 and 61 are rejected under 35 U.S.C. 103(a) as being unpatentable over Bar-el and Chen and further in view of Aras et al. (Aras) (5,872,588) (of record).

As to claim 24, while Bar-el and Chen disclose receiving a controlled data flow of data passed to said encoder from said stored data source by said flow controller, they fail to specifically disclose a software log of events, said software log being created in response to said data flow, said software log containing a record of said data flow.

In an analogous art, Aras discloses a video distribution system (Fig. 1A) which will create a software log of events (column 7, lines 14-29) in response to received video/data streams (column 7, lines 6-29 and column 13, line 25-column 14, line 24) and which contains a record of the received video/data streams (column 7, lines 6-29 and column 13, line 25-column 14, line 24) for the typical benefit of better monitoring and identifying programming and advertisements viewed by subscribers.

It would have been obvious to one of ordinary skill in the art at the time of invention by applicant to modify Bar-el and Chen to include a software log of events, said software log being created in response to said data flow, said software log containing a record of said data flow, as taught by Aras, for the typical benefit of better monitoring and identifying programming and advertisements viewed by subscribers.

As to claim 25, Bar-el and Chen and Aras disclose wherein said software log is transferable over the Internet (see Aras at column 26, lines 44-62 and Bar-el at page 7, lines 17-19).

As to claim 29, Bar-el and Chen and Aras disclose wherein said software log is an advertising log (see Aras at column 11, table IV, column 8, lines 33-67).

As to claim 2 and 31, while Bar-el and Chen disclose a media player communicating with said encoder to receive said composite information stream from said encoder, they fail to specifically disclose an identifier recorder which creates a record of the passage of a designated type of data to a media player and an identifier collector which enters a plurality of said created records into a common data file.

In an analogous art, Aras discloses a video distribution system (Fig. 1A) which will create a software log of events (column 7, lines 14-29) in response to received video/data streams (column 7, lines 6-29 and column 13, line 25-column 14, line 24) by classifying the received data with an identifier (column 7, lines 31-67 and column 13, lines 34-51), records the passage of a designated type of data to the display (column 13, lines 34-61) and entering the data into a collection table (column 3, line 59-column 14, line 24) for the typical benefit of better monitoring and identifying programming and advertisements viewed by subscribers.

It would have been obvious to one of ordinary skill in the art at the time of invention by applicant to modify Bar-el and Chen to include an identifier recorder which creates a record of the passage of a designated type of data to a media player and an identifier collector which enters a plurality of said created records into a common data

file, as taught by Aras, for the typical benefit of better monitoring and identifying programming and advertisements viewed by subscribers.

As to claim 3 and 32, Bar-el and Chen and Aras disclose wherein said designated type of identifier identifies a commercial advertisement (see Aras at column 8, lines 33-67) and said common data file is an advertising log (see Aras at column 11, table IV).

As to claim 60, while Bar-el and Chen disclose delivering said controlled flow to a media player, they fail to specifically disclose recording in a common data file the passage of a designated type of data to a media player.

In an analogous art, Aras discloses a video distribution system (Fig. 1A) which will create a software log of events (column 7, lines 14-29) in response to received video/data streams (column 7, lines 6-29 and column 13, line 25-column 14, line 24) by classifying the received data with an identifier (column 7, lines 31-67 and column 13, lines 34-51), records the passage of a designated type of data to the display (column 13, lines 34-61) and entering the data into a collection table (column 3, line 59-column 14, line 24) for the typical benefit of better monitoring and identifying programming and advertisements viewed by subscribers.

It would have been obvious to one of ordinary skill in the art at the time of invention by applicant to modify Bar-el and Chen to include recording in a common data file the passage of a designated type of data to a media player, as taught in combination

with Aras, for the typical benefit of better monitoring and identifying programming and advertisements viewed by subscribers.

As to claim 61, Bar-el and Chen and Aras disclose wherein said designated type of identifier identifies a commercial advertisement (see Aras at column 8, lines 33-67) and said common data file is an advertising log (see Aras at column 11, table IV).

7. Claims 52 and 53 are rejected under 35 U.S.C. 103(a) as being unpatentable over Bar-el and Chen and Eldering '638 and further in view of Aras.

As to claim 52, while Bar-el and Chen and Eldering '638 disclose a media player communicating with said encoder to receive said composite information stream from said encoder, they fail to specifically disclose recording in a common data file the passage of an identifier associated with a designated type of named data set to said encoder.

In an analogous art, Aras discloses a video distribution system (Fig. 1A) which will create a software log of events (column 7, lines 14-29) in response to received video/data streams (column 7, lines 6-29 and column 13, line 25-column 14, line 24) by classifying the received data with an identifier (column 7, lines 31-67 and column 13, lines 34-51), records the passage of a designated type of data to the display (column 13, lines 34-61) and entering the data into a collection table (column 3, line 59-column 14, line 24) for the typical benefit of better monitoring and identifying programming and advertisements viewed by subscribers.

It would have been obvious to one of ordinary skill in the art at the time of invention by applicant to modify Bar-el and Chen and Eldering '638 to include recording in a common data file the passage of an identifier associated with a designated type of named data set to said encoder, as taught in combination with Aras, for the typical benefit of better monitoring and identifying programming and advertisements viewed by subscribers.

As to claim 53, Bar-el and Chen and Eldering '638 and Aras disclose wherein said designated type of identifier is a commercial advertisement (see Aras at column 8, lines 33-67) and said common data file is an advertising log (see Aras at column 11, table IV).

8. Claims 22 and 23 are rejected under 35 U.S.C. 103(a) as being unpatentable over Bar-el and Chen in view of Schmelzer et al. (Schmelzer) (5,424,770) (of record).

As to claim 22, while Bar-el and Chen disclose a control signal identifying where to insert content, they fail to specifically disclose wherein the control signal is embedded in said media delivery device data.

In an analogous art, Schmelzer discloses commercial insertion for a video distribution system (column 3, lines 42-62) wherein the incoming signal is monitored for an audio cue tone (column 12, lines 20-34) to indicate the beginning of a commercial break (column 12, lines 20-34) for the typical benefit of utilizing an industry standard method of indicating commercial break (column 12, lines 20-23).

It would have been obvious to one of ordinary skill in the art at the time of invention by applicant to modify Bar-el and Chen to include wherein the control signal is embedded in said media delivery device data, as taught by Schmelzer, for the typical benefit of utilizing an industry standard method of indicating commercial break.

As to claim 23, Bar-el, Chen and Schmelzer disclose wherein the control signal is an audible tone (column 12, lines 20-34).

9. Claims 8 and 9 are rejected under 35 U.S.C. 103(a) as being unpatentable over Bar-el and Chen view of Hooks et al. (Hooks) (6,169,542) (of record).

As to claim 8, while Bar-el and Chen disclose wherein said flow control system will output advertisements for display, they fail to specifically disclose allowing a user to obtain information about content displayed in said commercial advertisements.

In an analogous art, Hooks discloses a content distribution system (Fig. 1) wherein user's are presented with the option to obtain additional information about content displayed in said commercial advertisements (Fig. 9; column 11, lines 44-65) for the typical benefit of conveniently providing supplemental information desired by consumers (column 1, line 36-column 2, line 35).

It would have been obvious to one of ordinary skill in the art at the time of invention by applicant to modify Bar-el and Chen to include allowing a user to obtain information about content displayed in said commercial advertisements, as taught in

combination with Hooks, for the typical benefit of conveniently providing supplemental information desired by consumers.

As to claim 9, Bar-el and Chen and Hooks disclose wherein said flow control system allows a user to order products or services that are associated with said content (see Hooks at Fig. 9; column 11, lines 44-65).

10. Claim 63 is rejected under 35 U.S.C. 103(a) as being unpatentable over Bar-el and Chen in view of Ludtke (6,154,206) (of record).

As to claim 63, while Bar-el and Chen disclose wherein said composite information stream is to be experienced using an output device (column 10, lines 27-34), they fail to specifically disclose a personal digital assistant (PDA).

In an analogous art, Ludtke discloses a content distribution system (column 4, lines 24-56) wherein the output device for display may include a personal digital assistant (column 5, line 62-column 6, line 12) for the benefit of providing the user with numerous options for media display (column 5, line 62-column 6, line 12) and the convenience of a portable display device.

It would have been obvious to one of ordinary skill in the art at the time of invention by applicant to modify Bar-el and Chen to include wherein the output device is a personal digital assistant (PDA), as taught by Ludtke, for the benefit of providing the user with numerous options for media display and the convenience of a portable display device.

11. Claim 19 is rejected under 35 U.S.C. 103(a) as being unpatentable over Bar-el and Chen and Eldering '638 in view of Kozdon (6,385,192) (of record).

As to claim 19, while Bar-el and Chen and Eldering '638 disclose altering the queue based upon received signals, they fail to specifically disclose pressing buttons on a telephone key pad.

In an analogous art, Kozdon discloses a communication system (Fig. 3) wherein keypad buttons on a telephone are utilized to generate signals for transmission over the Internet (column 4, lines 24-33) for controlling a remote computer system (column 1, lines 22-35) for the typical benefit of allowing remote computer access through widely distributed and convenient telephone systems.

It would have been obvious to one of ordinary skill in the art at the time of invention by applicant to modify Bar-el and Chen and Eldering '638 to include pressing buttons on a telephone key pad, as taught by Kozdon, for the typical benefit of allowing widely known and utilized telephones to conveniently access a remote computer system.

Conclusion

12. The following are suggested formats for either a Certificate of Mailing or Certificate of Transmission under 37 CFR 1.8(a). The certification may be included with all correspondence concerning this application or proceeding to establish a date of mailing or transmission under 37 CFR 1.8(a). Proper use of this procedure will result in such communication being considered as timely if the established date is within the required period for reply. The Certificate should be signed by the individual actually depositing or transmitting the correspondence or by an individual who, upon information

and belief, expects the correspondence to be mailed or transmitted in the normal course of business by another no later than the date indicated.

Certificate of Mailing

I hereby certify that this correspondence is being deposited with the United States Postal Service with sufficient postage as first class mail in an envelope addressed to:

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

on _____.
(Date)

Typed or printed name of person signing this certificate:

Signature: _____

Registration Number: _____

Certificate of Transmission

I hereby certify that this correspondence is being facsimile transmitted to the United States Patent and Trademark Office, Fax No. () ____ - ____ on _____.
(Date)

Typed or printed name of person signing this certificate:

Signature: _____

Registration Number: _____

Please refer to 37 CFR 1.6(d) and 1.8(a)(2) for filing limitations concerning facsimile transmissions and mailing, respectively.

13. Any inquiry concerning this communication or earlier communications from the examiner should be directed to JAMES SHELEHEDA whose telephone number is

(571)272-7357. The examiner can normally be reached on Monday - Friday, 9:00AM - 5:30PM.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Chris Kelley can be reached on (571) 272-7331. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

/James Sheleheda/
Examiner, Art Unit 2424

JS